Awareness Generation Programme

Awareness Generation: BYST conducts awareness generation with the help of partners for sourcing prospective entrepreneurs. During awareness generation the entrepreneurs are provided with a form called “Business Idea Generation” form which is a structured questionnaire asking details of business plan, loan amount required and personal profile of Entrepreneurs.

Date: 14th Sept 2019
Program: Awareness Generation Program
Venue: Sri KuberSai Womens’ Training Institute, Nerkundram
Participants: 50 Women aspiring Entrepreneurs
Date: 20\textsuperscript{th}, 21\textsuperscript{st}, 22\textsuperscript{nd} Sept

Program: Awareness Generation Program
Venue: Travel Mart, Trade Centre, Nandambakkam
Participants: 125

Date: 20\textsuperscript{th} Sept

Program: Awareness Generation Program at Bakery Expo
Venue: Prathap Plaza, Kodambakkam
Mentor: Parmeshwar Babu
Entrepreneurs Online Learning [EOL]

Training: Selected candidates will undergo a free training programme to enable them to fine tune and covert their ideas into concrete business plans. Training is done for two days where they will be exposed to basic concept of entrepreneurship, banking practices, customer relations, accounts keeping, project preparation, soft skills and the art of selling/ marketing.

Date: 26th Sept
Program: Awareness Generation
Program Venue: EDII Ekattuthangal
Participants: 50

Date: 17\textsuperscript{th} & 18\textsuperscript{th} Sept
Program: STEP (EOL)
Venue: CII Conference Hall
Trainees Participated: 37
IESP [Internal Entrepreneurs Selection Panel]: A committee empanelled with Senior Mentors (volunteers from industry, financial institutions, successful entrepreneurs etc.). This will directly interview all the Entrepreneurs identified by EIG and approved BYST secretariat for technical and economic viability of the proposal. Based on their satisfactory recommendation the entrepreneurs will be encouraged to submit proposals to banks or BESP.
Unit Inspection

Entrepreneur:
Mr Jagdeesh
Unit:
Mfg. of Herbal Soup and detergents

Entrepreneur:
Ms Subbalakshmi
Unit:
Tailoring
Chapter Meetings: [Chennai - North and South | Rural Tamil Nadu - Chengalpattu and Kancheepuram]: Chapters are group of Mentors based on geographical limits. In Chapter Meetings the BYST Staff update the progress status to the mentors and discuss challenges.

**MENTORS CHAPTER MEETING - 18/09/2019**

The mentors chapter meeting took place in EDII on 18th September 2019 in which there was a special address given by Mr Suresh Ramakrishnan on branding. Ms Anisha Laming, Head, Communications and Mr Stephen Samuel, Head, Accounts were on a 5-day orientation trip to understand the process of BYST core operations. They participated in the mentors chapter meeting in which “how to increase the visibility of BYST” was discussed and brainstormed.
Mr Stephen in BYST supported highflier Aneesh Manian unit – Smart Roofing sheets pvt ltd

BYST highflier Mr Ragu – Everest Cement Pipes are into mfg of cement pipes

BYST Supported women highflier Jenifer’s unit – Oscar Dental laboratory
The postloan training took place on 18th September 2019 in EDII in which Mr Lakshman Krishnamurte who gave 7 powerful business mantras to the entrepreneurs who have strong business acumen. His words inspired them to be the best vision of themselves and progress according to the market needs.

The Highfliers was conducted by Asir Raja Selvan practising CA and CS who motivated the Highfliers and how one has to conduct oneself during the fluctuations in the business arena. The session was very well received and entrepreneurs felt the need of such more sessions.
MAP Meeting [Mentor Advisory Panel]: Empanelled with Senior Mentors, the Committee assigns Mentors to Entrepreneurs based on geographical area and Expertise, keeps track of mentor - mentee relationship; intervenes, troubleshoots, induct new mentors, and over-sea mentor accreditations.

The Mentor Advisory Panel met on 12th September 2019 to discuss the proposed activities for Mentors, mentees and stakeholders get together. Banks’s stalls, idea pitches and guest lectures were discussed. At the same time, importance of media was highly deliberated.